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JULY, 1958

# Shoptalker

THE MAGAZINE OF PARKER PEN EMPLOYEES



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# Shoptalker

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## COVER STORY

This issue of Shoptalker dedicates its cover to the people at Parker Pen. This scene is repeated daily. It is one of happy men and women streaming out from the big front doors of Arrow Park to board a bus or hop in their cars. Their work is left at the bench. Their pride is carried with them to be shared with the community they love.

## Ten Years Ago...

Net earnings, after taxes were paid, for the year ending February, 1948, amounted to \$3,673,682. For the year ending with February of this year showed net earnings after taxes at \$2,115,515.

### And 10 years ago . . .

A Certificate of Public Service was awarded The Parker Pen Company by the Brand Names Foundation. In order to qualify, a brand name must have been in continuous use for 50 years and have "won and held public confidence through unflinching integrity, reliable quality, and fair pricing."

### And 10 years ago . . .

The Escort Ball Point Pen Company went out of business.

### And 10 years ago . . .

Sales forecasts by the Export Department of the company were down to \$2.5 million from \$5.5 million in 1947. The reason given for the drop was drastic import restrictions imposed by several countries.

### And 10 years ago . . .

This letter was received: "I am indeed flattered that you would pick my name for one of your fountain pens . . ." It was signed Ernest L. Demi.

### And 10 years ago . . .

This letter came to us: "I would like to trade a beautiful homesite in Janisvine, Indiana, for 100 Parker "51" pens at \$15.00 or a ball point of equal value." This came from Adam, The Indiana Hermit.



## EIGHTY PARKER PEOPLE FLY TO EUROPE FOR THREE WEEK HOLIDAY





1.



2.



3.



4.



5.

6.



7.



It was splendid. Relatives, friends, company officers and interested townspeople turned out to wave and wish bon voyage to the 80 Parker people who took off June 20 for a magnificent three weeks in Europe.

There was, of course, the usual weighing of luggage and passage through customs. But this time, adding to the weight of baggage was an 80-pound wheel of wholesome Wisconsin Cheddar, the gift of the people of Parker Pen, Janesville, to the people of Parker Pen, London. Ed Frederick made a formal presentation of the gift upon arrival in England.

Aside from their visits in England, the group planned to tour cities in Holland, Switzerland, Belgium (where they were to spend some time at the Brussels World's Fair), Germany, Italy and France. Of course, visits to Parker Pen subsidiaries were part of the planning.

Two couples made this trip their honeymoons. The newlyweds were Mr. and Mrs.

John Borsch, married May 23, and Mr. and Mrs. Lloyd Mevis, wed June 13.

Pictures on these pages show: (1) Rev. George Grotkin and his sister Eleanor Grotkin as they check the combined weight of their luggage before boarding their plane. (2) Ed Frederick was tempted to taste the cheese he was commissioned to present to Parker London officials. (3) Several hundred people crowded Rock County Airport and lined the road awaiting the departure of the big tourist group. (4) Judge and Mrs. Ralph Gunn, who were part of the tour, chatted with Kenneth Parker while waiting for the plane to be prepared for take off. (5) The Overseas National Airways plane gathered much attention. It was one of the larger planes ever to use Rock County Airport. (6) The travelers wave farewell to friends before entering the plane. (7) This view from the plane's entrance gives an indication of the number who turned out to say goodbye and best wishes.



# OPEN HOUSE

at

*The Eversharp Pen Company*

One warm, sunny afternoon at the end of May, the general offices of The Eversharp Pen Company, in Arlington Heights, Illinois, filled to overflowing with friends and curious community residents. The occasion was a long-planned "open house" which had one special objective: to acquaint the people of Arlington Heights with the city's newest industry.

They found, in observing specially prepared exhibits and in chats with company executives and employes, that Eversharp Pen was the city's first and only internationally known firm. In turn, the Eversharp Pen people learned that theirs was the first open house in memory in that city.

But this was only the beginning. Next will come new product introductions and the excitement of marketing. And after that—well, who knows. Independence of autonomy, plus spirited teamwork among personnel, promise a bright future for the Parker Pen Company's newest subsidiary, The Eversharp Pen Company of Arlington Heights, Illinois.



1.

1. Displays created by Eversharp employes told stories of the company's variety of activities.

2. IMS men (from left) Richard Holznecht, Earl Best, Howard Kessinger, Frank Matthay, Chester Holloway, and Alfred Diotte were among the 150 persons who attended the day's program.



2.



3.

3. The company's foreign markets attracted attention in the shipping and packaging departments.



# Sights in Passing

If the trend continues, some say, The Parker Pen Company's general office building will be situated in the center of a large area of parking lots. In the changing scene around Parker Pen, two 100-year-old buildings have been torn down and replaced by parking areas. First to go was the old county court house (top left) and most recently the ancient Park Hotel. Before and after pictures taken from the company roof tell the story.



## Parker Pen

## At the Fairs

There has been much said and written about the World Fair at Brussels, but all of it centers around spectaculars like the Atomium, symbol of the fair. Included in this mammoth exposition are thousands of commercial exhibits and Parker Pen is among them. The two pictures shown here were taken of the Parker exhibit which occupies a corner of the pavilion of Agence & Messageries de la Presse, our distributor for Belgium. This display was prepared by Parker Pen of London.



The annual Milan Fair is a highlight in Italian commerce. And Parker never fails to have a prominent and attractive exhibit, thanks to Giuseppe Fantacci, Parker's distributor for Italy. This year Fantacci adapted some of the design ideas of Parker's Wisconsin State Fair display of recent years.



## Winning Combination



Ina Jean Nystrom is fond of animals and particularly attached to a couple of pure bred Dalmation dogs named Sunnie and Duke. Her father, Parker account manager Roland Nystrom, is pleased as punch with the interest she has shown in caring for her pets. He's also pleased by the results. Here's a rundown:

The first time Ina Jean showed Sunnie in a dog show, the spotted English coach dog went second place all the way. The next year with a more experienced Ina Jean handling her, the dog took a Major win in the Open confirmation class against professional handlers who do virtually nothing else but show dogs. Ina Jean was 11 at the time.

Following this was a long series of firsts for Sunnie and many compliments regarding Ina Jean's "professional" handling ability. The young lady soon became known throughout Oklahoma dog circles.

Just last year, Ina Jean, now 13, acquired a west Coast Dalmation named Duke. He's a famous dog too! Most recent tribute to this fame, a picture of him on the cover of Photography magazine.

What's ahead for Ina Jean? Well, of immediate concern is the raising of seven puppies born in March!

## Parker Pen Service People Here

Back in May, Parker Pen Service, Inc., branch managers came to Janesville for a conference. Service Director John Francis welcomed them all on the front steps of Arrow Park. From left to right they are: Les Nelson and Bob Boettcher, Janesville; Frank Orlando, New York; Harold Stewart, Atlanta; Arthur Roy, Springfield (Mass.); Cliff Bair, Janesville; Jerry Hosaflook, Cleveland; Miss Emily Moore, New York; Elmer Douglas, Dallas; Price Worcester, Detroit; Richard Vinz, Omaha; Thomas B. Allman, Roanoke; Pete Slavazza, San Francisco; Richard Aishton, Wilmington; Gerald Trickel, Chicago; and John Francis.



## Jeffris Steps Down As WMA Prexy

On June 3, Bruce M. Jeffris, President of Parker Pen, retired from the presidency of the Wisconsin Manufacturers Association, thus closing a career of leadership with that organization which has spanned 20 years.

Few, if any, individuals have served the organization as long. And even in this seeming retirement, Mr. Jeffris retains a life ex-officio membership on the WMA board.

Other offices held by Mr. Jeffris in the past were treasurer and vice president. He was elected to the board in 1938. He became the organization's president in 1956 and was re-elected in 1957.



### Pleas from Unpleased

I suggest that something be done about our heating system at Arrow Park. It seems as though there must be someone who could come here and adjust or fix our system so that we do not have to work in 90-degree temperature everytime the weather changes a few degrees. We have been here about 5 years and it seems quite obvious that the company that installed the system either cannot or will not correct this condition.

### Anything!

I have a suggestion that you paint the upper part of our washroom (on 3rd floor) a light blue or off-white or anything but what's in there now.

### On Credit

Question: As the factory gets credit for



Five years of wind and weather had dulled the once sparkling beauty of Arrow Park's facade. So in a big Spring house cleaning chore, a crew of Vollbrecht Stone Co. employes, stone specialists from Milwaukee, set to work on erasing the tears and tatters. When they finished, it was difficult to realize that the building wasn't brand spanking new.

merchandise made and shipped to S & K Sales and Army, why doesn't the office? Jealous

Reply: Presumably, the reference is made to bonus credit. The office does get credit for merchandise sold to S & K Sales and Army.



# Robinson Retires From Selling Pens

A 1922 photograph shows him among some 60 other Parker salesman, neatly pinched hat in hand, small stickpin securing a patterned tie, and wearing a confident smile. The dude was John Warren Robinson, who just two years before had joined the company as a pen salesman.

Because of his compact stature, the photographer had placed him in the forefront



Mr. and Mrs. Robinson

of the picture. Ironically, he's been in the forefront ever since — the forefront of sales, that is. As a salesman, his sales acumen is evidenced by his membership in Parker's elite corps of five-million-dollar pin men.

Recently, thirty-eight years after "Robby" signed his name to Parker's rolls, he was feted by his New York office colleagues with a dinner and all the flourishes . . . for Robby is about to retire.

How do you characterize a fellow like Rob-

by? He virtually did it himself in a letter to Dan Parker some weeks ago after the latter wired him (and all AM's) urging support of the Million Dollar Month. Robby replied: I've been selling Parker almost 38 years. It has been a great life in doing it. I have experienced many new products and many sales campaigns in that period. You can be proud of your team at Arrow Park; they have come up with the best product, best promotional material, best profit-line for dealers. And never have you had such excellent dealer good will to support you.

"A Parker salesman today is a very fortunate man indeed."

## Opportunity Knocks

There were honest tears in his eyes when he said he would miss the folks at Parker Pen with whom he had worked almost continually since 1925. They were honest because Ray Forsythe, Sr. is an honorable man and only the knocking of bigger opportunity drew him away from the job of selling Parker pens for Parker. He retired May 30.

But after as many years in this business as Forsythe had spent, and after ranking himself among the few who have recorded \$5,000,000 in sales, no one gets away from pens. Instead of settling down to a rocking chair, Forsythe has acquired a healthy share of a pen wholesale firm in Miami.

Rhodes pins Forsythe. Butler Watches.



# Box Making in Canada

A prime essential to the successful sale of a gift product is an attractive, well-constructed package. The best-made product in the world will suffer at the retail

counter from a poorly designed, shabbily-built gift box.

Knowledge of this basic truth probably was one of the factors which prompted The Parker Pen Company, Ltd., Toronto, Canada, to begin production of its own gift boxes about five years ago. Since then, several leading jewelry and watch-making firms in Canada, and even the Foreign Sales division of the Janesville company, have begun purchasing gift boxes from the Toronto pen firm. This year the company will make more than 325,000 gift boxes for its customers.

The boxes are fabricated from strong, 26 gauge steel and richly covered with simulated leather or soft velvet or finished with enamel or polished brass or chrome plate.

The end result of good design and care in manufacturing is a gift box which fairly begs to be bought.



## Watch Your Tanning

With Summer upon us, lazy days and outdoor sports are apt to lead to painful sunburn. But that doesn't have to happen, of course.

The chief thing to remember is that, unlike homogenized milk, you're not the same all over. The neck, ears, nose and the back of the legs just below the knee all burn readily.

Use a reputable suntan preparation and if you're going to be out in the sun for several hours, apply it more than once, especially to the most sensitive areas.



## Reassignment and Realignment Give New Duties for Some Parker People

A. B. (Bodie) Southworth has joined the Planning and Purchasing Department of the Manufacturing Division, according to Manufacturing Director Phelps Walker. Southworth's new title is purchasing agent for finished goods. He reports to Oliver Sanders, director of planning and purchasing. Mrs. Betty Koppleman continues as his assistant, also joining the Planning and Purchasing department.

Southworth is responsible for design and procurement of packaging and point-of-sale materials for the Domestic Sales Division. Additionally, he is charged with the complete showcase and desk base programs. He is also responsible for procurement and inventory control of packaging materials for the Foreign Sales Division.

Southworth came to Parker Pen in 1946 and prior to his new assignment was sales production manager in the Domestic Sales Division.

In May, Miss Marion Hill was named supervisor of general office personnel serving the Manufacturing Division. In this capacity, she is responsible for the introduction, maintenance and enforcement of general office procedures and is a liaison between members of the general office payroll at Arrow Park and the Office Manager. She reports to Phelps Walker, director of manufacturing.

Elston Loofboro has been transferred from Gilman Engineering and Manufacturing Company, a Parker Pen subsidiary, to the company's Personnel Division. He has been named office personnel manager, responsible for general office personnel functions

including hiring, training, placement, wage administration, and coordination of activities with all divisions regarding weekly wage personnel. In addition, his responsibility includes the Machine Service and Communications department.

"Lufty," as he is referred to by intimates, has worked for Gilman Engineering for 15 years. The past decade has been spent as the firm's personnel manager. In community activities he is president of the Vocational School board and a member of the Blackhawk Personnel Association.

In a realignment of Personnel Division responsibilities, E. H. Seibert, director, announced that John D. Wemstrom, office manager will serve as a staff consultant and be responsible for group insurance administration and the preparation of statistical information required by the Personnel Division.

Lawrence Peck, personnel assistant, will be in charge of general office services. He will also assist in the procurement of salaried personnel.

Waldo Luchsinger, manager of personnel and labor relations for the Manufacturing Division, will continue responsibilities for factory personnel including labor negotiations, hiring of factory hourly people, and coordinating activities with the Manufacturing Division.

Research laboratories of the Parker Pen Company have special-composition drain pipes to carry toxic substances through the building and out into sewerage systems where it is diffused and rendered harmless. The special piping costs double the usual but it is considered a good investment in employe safety according to Wilson Green, technical director of Product Planning.

## Over the Shoulder

In this era of atoms and rockets the processing of dealer orders and billings is done by huge and intricate "electronic brains." The machines occupy about one-third of an entire floor in the General office building given to the task of handling orders.

Thirty-plus years ago, things were much different. This picture shows the size of the billing department in those days.



Twenty-fifth anniversaries were celebrated in June by Ann Randall, Plastic Fabrication; Jessie Fairman, Service; and Anna Saunders, Final Assembly. In July, Chester Pratt, Tool Room, observes his 25th anniversary with the company.

Beatrice Kinney, Metals; Melvin Boos, Service; and Myrtle Northrup, Ball Point, observed 30th anniversaries in June and in July, Hazel Hanson, Ball Point; Ethel Wag-

ley, Shipping; and Gladys Ludwig, Final Assembly complete 30 years of service.

On the bowling scene: Bruce Pierson, Tool Room, and Betty McCall, Shipping, took first place recently in mixed high-low doubles matches which climaxed the season. One hundred Parker people entered the competition.





Up on the gravel-covered roof of Parker's general office building is what looks at first glance like a fence full of clothes pins. But a closer check and a bit of investigation turned up this information. The objects strung on lines are actually samples of Parker-developed experimental plastics. They are exposed to the elements for varying periods of time in a test of natural aging. The results determine the adaptability of these plastics to product use.

